

**Heartlands of Fife Local Tourist Association Meeting**  
**21<sup>st</sup> May 2019**  
**2pm - 4pm**  
**Cluny Activities**

**Attendance:**

Cllr Ian Cameron	Fife Council
Ann Camus	Fife Council
John Murray	Fife Council
Holly Clark	Fife Council
Cllr Alistair Cameron	Fife Council
Cllr Lesley Backhouse	Fife Council
Joyce Kitching	Historic Environment Scotland
Drew Shedden	Cluny Activities
Linda Ballingall	Glenrothes Heritage Centre
Henry Haldane	Burntisland Golf Club
Bruce Manson	Markinch Heritage Group

**Apologies:**

Cllr Rosemary Liewald	Fife Council
Cllr. Altany Craik	Fife Council
Eddie Campbell	69 Cromwell Road
Ken Foster	Thane of Fife Heritage Tours
Ian Archibald	Burntisland Heritage Trust
Chris Hill	Burgh Buzz
Pauleen Norman	Room with a View
Alistair McGregor	Fife Golf Trust
Audrey Peebles	Fife Coast & Countryside Trust
Sheila Hubble	Wemyss Needlework

## **1. Welcome & Introductions**

Cllr Ian Cameron opened the meeting followed by round table introductions

## **2. Minutes from last meeting**

No actions or matters arising

## **3. Update on Branding Work**

Ann confirmed that branding now signed off and needs to go to the three area committees for approval – Glenrothes, Cowdenbeath & Kirkcaldy.

Bright will create a Guidelines document for businesses. Once signed off by committees, this will be available on the Fife Tourism Partnership Website.

**Action - Karen from Welcome to Fife to explore merchandise opportunities**

## **4. Footsteps of Kings update**

Interpretation boards have been tendered and will be carried out by Leach who already work with Historic Environment Scotland (HES).

HES helping with Stone Plinth work. Scheduled monument consent sent to HES for Aberdour & Ravenscraig. Planning applied for at Markinch.

Innovation workshop planned for 18<sup>th</sup> June, all businesses invited. Eventbrite will go on Fife Tourism Partnership website. A toolkit for businesses will be created.

Businesses in attendance reminded that they must be registered on Fife Tourism Partnership website and WelcometoFife.com to appear on the app.

Looking to do a short promotional film in the next month for social media.

It is hoped that the Launch will take place in July at Lochore Meadows.

## **5. Visitor Information Audit**

BTS & Sue Crossman won a tender to carry out an Audit and Review of Visitor Information in Fife. This will look at all visitor information provisions throughout the 6 Local Tourist Association areas including Digital Kiosks,

online information and printed materials. Interviews with LTA chairs and other partner associations will take place also.

## **6. Fife 191**

A new touring route stretching 191 miles throughout Fife, taking in some of the quaintest towns and villages, attractions with some awesome scenery along the way.

As well as an interactive map, the Fife 191 will also feature a fly through video and a 360-drone image where you can pan around the location. The website will contain information about campervan facilities, car parking, toilets etc.

It will also link to businesses in the area.

## **7. Fife Code**

The Fife Code will be a groupon/itison style offer from businesses in Fife and offered for free. The idea is that businesses upload their offer to [welcometofife.com](http://welcometofife.com) and this will generate a code which consumers can use at the business.

Anyone wishing to take part, please email [Gillian.McCracken@fife.gov.uk](mailto:Gillian.McCracken@fife.gov.uk)

## **8. Any other business**

John Mentioned that the VisitScotland Ambassadors has been back to Fife and Heartlands area features quite heavily.